



PRSR STD
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FORT WAYNE, IN
PERMIT NO.869

Dealer Address / City, State

555.123.4567
TOLL FREE: 800.555.4567

www.HondaDealer.com

STORE HOURS

Mon - Fri 9 AM - 7 PM
Saturday 9 AM - 5 PM
Sunday Gone Ridin'



11 FOR '11

11 HOT MODELS FOR 2011 UNDER \$11,000



2011 CB1000R
MSRP \$10,999

2011 CBR250R
MSRP \$3,999



AS LOW AS
**1.99%
FIXED APR***
FOR UP TO 36 MONTHS
ON SELECT 2011 &
PRIOR MODELS
Through Honda Financial Services

PLUS UP TO
**\$500
BONUS
BUCKS†**
ON SELECT 2011
ATV MODELS

AND UP TO
**\$800
BONUS
BUCKS†**
ON SELECT 2010
MODELS

NEW FOR '11

THE 2011 CB1000R & 2011 CBR®250R THE SPORTBIKE REVOLUTION HAS BEGUN.



2011
**SHADOW®
PHANTOM**
MSRP \$7,999
COOL RIDE!



2011
RINCON™
MSRP \$8,799
NOW ONLY
\$7,229

2011 **RECON**
MSRP \$3,899
NOW ONLY
\$3,064



2011
SHADOW RS
MSRP \$7,999
**AN INSTANT
CLASSIC!**



2011
RUBICON GPS/EPG
MSRP \$8,349
NOW ONLY
\$6,947



2011
CRF™450R
MSRP \$8,199
NOW ONLY
\$7,219



2011
FOREMAN® 4x4 ES/EPG
MSRP \$7,549
NOW ONLY
\$6,267



2011
CRF250R
MSRP \$7,199
NOW ONLY
\$6,369



2011
RANCHER AT EPG
MSRP \$7,549
NOW ONLY
\$6,667



Utility ATVs are recommended for
riders 16 years of age and older.

Bonus Bucks† have been applied to Sale Prices listed.



AS LOW AS
1.99%
FIXED APR*
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PRIOR MODELS
Through Honda Financial Services

PLUS UP TO
\$500
BONUS
BUCKS†
ON SELECT 2011
ATV MODELS

AND UP TO
\$800
BONUS
BUCKS†
ON SELECT 2010
MODELS

10 FROM '10

10 EXCITING 2010 MODELS FOR UNDER \$10,000



2010 CBR600R
MSRP \$11,199

NOW ONLY \$9,769



2010 SHADOW PHANTOM
MSRP \$7,999

NOW ONLY \$7,049



2010 SHADOW RS
MSRP \$7,799

NOW ONLY \$6,879



2010 NT700V ABS
MSRP \$10,999

NOW ONLY \$9,599



2010 BIG RED™
MSRP \$11,699

\$500
BONUS
BUCKS

NOW ONLY \$9,944



2010 RINCON
MSRP \$8,599

\$500
BONUS
BUCKS

NOW ONLY \$7,059



2010 RANCHER ES
MSRP \$5,199

\$700
BONUS
BUCKS

NOW ONLY \$3,969



2010 RANCHER 4x4 ES/EPS
MSRP \$6,599

\$600
BONUS
BUCKS

NOW ONLY \$5,259



2010 ELITE® 110
MSRP \$2,999

\$800
BONUS
BUCKS

NOW ONLY \$1,929



2010 SH150 IA
MSRP \$4,499

NOW ONLY \$4,004

Bonus Buckst have been applied to Sale Prices listed.

SERVICE SPECIAL
\$20.11
OIL CHANGE & FILTER

Must present coupon at time of service. One coupon per customer. Not valid with any other offers. No cash value. Offer expires 2/28/2011.

PRE-SEASON SERVICE SPECIAL
\$99
COMPLETE SERVICE

See dealer for details. Must present coupon at time of service. One coupon per customer. Not valid with any other offers. No cash value. Offer expires 2/28/2011.

PARTS & ACCESSORIES SPECIAL
20% OFF
IN-STOCK PARTS & ACCESSORIES

Must present coupon at time of purchase. One coupon per customer. Not valid with any other offers. No cash value. Offer expires 1/31/2011.

honda.com BE A RESPONSIBLE RIDER. ALWAYS WEAR A HELMET, EYE PROTECTION AND PROTECTIVE CLOTHING AND PLEASE RESPECT THE ENVIRONMENT. OBEY THE LAW AND READ YOUR OWNER'S MANUAL THOROUGHLY. Utility ATVs are recommended only for riders 16 years of age and older. Parents need to consider their youngster's age, size, ability and maturity before allowing them to ride. For further information obtain a copy of "Off-Road Safety Tips" and "Youngsters and Off-Road Vehicles", available from your local Honda dealer. Always wear a helmet, eye protection and protective clothing, and respect the environment, obey the law and read your owner's manual thoroughly. Always stay on established trails in approved riding areas. For rider training information or to find a rider-training course near you, call the Motorcycle Safety Foundation at 1-800-444-7227. DirtBike School™ is a service mark of the Motorcycle Safety Foundation. Multi-purpose Utility Vehicles can be hazardous to operate. For your safety, be responsible. Always wear a helmet, eye protection and appropriate clothing. Avoid excessive speeds and be careful on difficult terrain. All MUV drivers and passengers should watch the safety video "Multi-purpose Utility Vehicles: A Guide to Safe Operation" and read the owner's manual before operating the vehicle. Never drive under the influence of drugs or alcohol, on public roads or with more than one passenger. Big Red is only for drivers 16 years and older. Driver and passenger must be tall enough for the seat belt to fit properly and to brace themselves with both feet firmly on the floor. Passenger must be able to grasp the handhold with the seat belt on and both feet on the floor. Respect the environment when driving. *1.99% Fixed APR Financing available for customers who qualify for super preferred credit tier for up to 36 months through Honda Financial Services. Payment example: 36 month payments of \$28.64 for each \$1000 financed. Offer good on every new and unregistered 2011 and prior model year ATV, MUV and Off-Road models. Not all buyers may qualify. Higher rates apply for buyers with lower credit ratings. 90-day deferred payment and 60-day deferred interest option available. Check with participating Honda dealers for complete details. Offer ends 12/31/2010. †Bonus Bucks offered with the purchase of select new models and may only be used for purchases at the dealership. Bonus Bucks must be redeemed on the day of purchase. Offers have no cash value and are not transferable. Redemption value not to exceed \$800 Bonus Bucks on 2010 NX110 models. \$700 Bonus Bucks on 2010 TRX420TM/TE models. \$600 Bonus Bucks on 2010 TRX420FM/FF/FP/FPPE and 2009 TRX500 (All) models. \$500 Bonus Bucks on 2011 TRX600FA, TRX620TH, TRX620K, 2010 MUV700 and TRX600FA models. \$400 Bonus Bucks on 2011 TRX500 (All) models. \$350 Bonus Bucks on 2009 CRF150F models. \$300 Bonus Bucks on 2010 TRX420FM/FP/FP and 2009 TRX400X models. Offers end 12/31/10. \$2,000 Bonus Bucks on 2009 and 2010 VTX1300 (All) models. \$1,500 Bonus Bucks on 2009 VTX1300 (All) and 2008 TRX450R (All) models. \$1,300 Bonus Bucks on 2008 TRX400EX models. \$1,000 Bonus Bucks on 2010 CRF250R models. \$750 Bonus Bucks on 2008 CRF150R and 2008 CRF230/400X models. \$400 Bonus Bucks on 2009 CRF230F and CRF150F models. \$300 Bonus Bucks on 2008 CRF150F models. Offers end 3/31/11. Customer may apply Bonus Bucks to parts, accessories, riding gear or other purchases and is responsible for all related sales tax. Prices do not include tax, title, license and other fees. See dealer for details. Professional riders shown on closed courses. CBR®, Shadow®, CRF®, Rincon®, Foreman®, Rancher®, Recon®, Big Red™, Elite® and Honda Genuine Accessories™ are registered trademarks of Honda Motor Co., Ltd. © SAAL Publishing Co., Ltd. 6528 Constitution Drive, Fort Wayne, IN 46804, 866.722.5123. Printed in U.S.A. (12/2010)